

THE BILLBOARD

Vol. XII, No. 4.

CINCINNATI, FEBRUARY 1, 1900.

PRICE 10 CENTS
PER YEAR, \$1.



T. J. R. CLARK,

Proprietor of The Interstate Billposting Co., Kansas City, Mo.
the new Billposters' Association.

Organizer of

Billboard Ordinance Comes Up. Brief Pre-
pared by Wiltshire's Lawyers.

And arguing from these two points of view, we have come to the conclusion that the ordinance is valid, for the following reasons:

1. As it arbitrarily discriminates between persons engaged in the same general business of advertising, between bill posters and sign advertisers, as defined in the ordinance, and other forms of conducting the same business of advertising.
2. As it unlawfully discriminates between

It was held in that case that "an ordinance of a city, passed under a general power conferred by its charter, which exacts a license for selling goods, and fixes one rate of license for selling goods which are within the corporate limits, or in transitu to the city, and another, and much larger license for selling goods which are not in the city or in transitu to it, is invalid, as unjust, unequal, partial, oppressive, and in restraint of trade."

In the case of Merced County vs. Heim, 101 Cal., 159, an ordinance was passed by said County, fixing the rate of County license tax upon certain occupations within the County, under the power given by the County Government Act, "to license, for the purpose of regulation and revenue, all, and every kind of business not prohibited by law. The ordinance imposed a license upon "all persons . . . who sell . . . spirituous

therewith? The uncertainty as to this matter, and the uncertainty and indefiniteness which pervades the entire ordinance, shows that the ordinance is void. It is not true that an ordinance should be so drawn that a citizen desiring to follow a particular occupation is apprised as to whether or not it is included within its provisions, particularly in the case of a license ordinance which obtaining a license therefor is made a crime. Of course the proviso, excepting religious organizations, and house-to-house distribution by local firms or their agents, advertisement by bus, and the like, are exceptions which are directly covered in the City of Los Angeles.

which it would appear that a bill board would be a luxury and differ from a poster in the question of arbitrary permission from the Council, and consent of the property owners, to conduct the respective occupation.

The ordinance, therefore, also differs from the usual ordinance, where the direction is sought by law in public officers or bodies to erect or withhold signs, and the places for the sale of antiquities, laundries, etc., like, where the ordinance is such that the applicant must be a person for the enjoyment of the privilege, and with the exercise of a discretion of a judicial nature. It possible, this is even more so, if a bill board than a laundry, a person suffering from a laudible disease or being in a proper position to conduct a laundry, but it is not that that such a person, leaving the public any more by erecting a bill board, than would by running a laundry.

For the foregoing reasons, we contend that the ordinance is invalid, and that the defendant's demurrer interposed to the several complaints must be sustained, and the case discharged.

WELBORN S. BURDICK,
HONORARY ATTORNEY FOR DEFENDANT.

Where Circuses are Wintering.

We receive so many inquiries for the addresses of circuses just at this season of the year that we have been obliged to compile a list, alphabetically arranged. None but tents that carry live stock and other animals, and managers, etc., have been listed. Advertisements for the same have been placed in the general advertisement of the show, and the public will find it more convenient to make a different point from the show. It also appears that the same may be found in the same place, and the public will find it more convenient to make a different point from the show. It also appears that the same may be found in the same place, and the public will find it more convenient to make a different point from the show.

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What the Boards are Carrying.

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Sen-Sen Co., Rochester,
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Billposters' Notes.

The Nitro-Tub Pharmaceutical Co., Zanesville, O., manufacturers of Nitro-Tub, expect to get under way on the market shortly, which they will advertise on the bill boards.

The Reynolds Tobacco Co., Bristol, Tenn., are getting considerable patronage on the bill boards.

The Metropolitan Savings and Loan Association, of Newark, N. J., is probably the first financial institution in this country to advertise with posters. They will post the entire country, and the bill posters will please address F. W. Snover, assistant secretary, Market Street, Wash. D. C., Newark, N. J.

The new bill posters' association is going to have one good effect—the small-town members are the association will find that they are in demand. They will also find that their reports and demands will obtain some consideration and attention.

Chas. E. Barwell, Holbrook, Mass., will advertise "Lardwell's Root" next year in the bill boards during the spring and early summer. He is preparing his lists now, as he intends to deal directly with bill posters.

The Associated Bill Posters will always be under the eye until the members at large are allowed to choose the board of directors by ballot.

A correspondent writes as follows: "I get a dollar's worth of information out of every number of The Billboard, and I find it a valuable source of the substantial sort. I mean that I can find out many things that I would not be without 'The Billboard' if I did not have it. I am sure that you will find it the greatest and best friend the bill posters of this country ever had."

It is said that the bill posters of Kentucky are in the market for 50,000 eight-sheet and 100,000 four-sheet posters, and are looking for a good showing in their territory as Virginia cherries are in season.

To the bill poster, James Appleton Water, has been advertised by means of bulletins. Some posters have been used, and they brought such excellent results that a heavy campaign has been arranged. Bill posters of such address as J. M. C. Acute, Jr., Haiman & Co., Albany, N. Y.

Deuman & Co., of San Luis Obispo, Cal., have sold the plant to Mr. L. W. Booker, who will now conduct the business.

Control your town by selling all the posters it uses as well as by buying them. Secure the agency of some large print or house and thereby give your customers good posters. A country office can be at a sale, do we know that it ever was a failure.

The Batesville (Ind.) Advertising Company uses as a circular to advertising a copy of the ordinance licensing bill posters, distributors and sign advertisers. It is a good idea, and let us see if it is not a good idea.

The Ocean for Atlantic City, is "We'll elect our own directors, or we'll know the reason."

G. P. Anet is the manager of the "American Bill Posting Company," at Thibodaux, La. It is established agencies at Franklin, Morgan City, New Orleans and Nopopolis.

L. E. Timan, the bill poster at Belleville, Ill., has been given charge of the advertising of the Free Street Fair, to be held there this season. Last year's fair was a success, and he expects to do better this year. He is now in a hurry it will not be because it has not been advertised properly.

W. D. Hurdell, of Mansfield, Pa., has bought out his partner, Mr. Griggs, and is now sole proprietor of the business. He is now in a hurry it will not be because it has not been advertised properly.

G. M. Leonard, of Grand Rapids, and Peter P. Skelton have formed the firm of Skelton & Leonard, bill posters and distributors, at Muskegon, Mich. Mr. Skelton has been located at Muskegon for about twenty years, and already has an established business. The new firm, however, has a large number of bill posters. Mr. Skelton will have entire charge of the firm's business, and will open an office in the central business district of the town.

The moment the members of the Associated Bill Posters decide to elect their own directors, the power of the year is gone. Good, representative men will come to the front. Men like Charles H. Hutton, Fitzgerald, Sloops, Murray, Hagar and many more just as able will be found from.

Mr. J. T. Campbell, of New York, has recently been appointed Southern manager for the Continental Tobacco Company. The territory of which he is in charge embraces the States of Virginia, North Carolina, South Carolina, Tennessee, and Georgia. His headquarters will be at Atlanta.

George H. Hobb will visit a business trip throughout the Middle West, and will call on all the bill advertisers West and place before them his new plan of advertising all towns in the central part of Pennsylvania. Hobb will publish his plan in the next issue of "The Billboard."

We are in receipt of one of Rand, McElly's Atlases of Two Wars, containing, in large size, detailed maps of the scenes of trouble in Africa and London. A new edition will be sent about the first of March in February. It is a very readable book and contains the latest statistics, and what is of more interest to readers, is to be sold at a very reasonable price.

A bill has been introduced in the New York Legislature providing for the elevated railroads, in any city of 1,000,000 or more population that exercises any rights except those of a corporation, or any other public utility statute by which such company was organized. The bill provides that no elevated railway shall lease, let, bargain, or sell any other corporation, or person, or its buildings, stations, fixtures, coaches, cars, or other property, occupied by or for the use of it in its business, or any part or portion, for advertising purposes. It is just another one of those frank bills which every now and then are presented to State Legislatures.

Is a Lobster a Fish?

The closing year of the century controversy has given way to the new subject of debate: "Is a lobster a fish?" Why not get lobster to decide himself and thus settle the matter at once?

SIOUX CITY PLAY HOUSE.

The Grand Opera House at Sioux City, of which A. B. Beall the well-known bill poster is manager, was taken down to the public Monday, Sept. 24, and though it has now been in use for almost years. It is today one of the best and most complete and commodious playhouses in the Northwest. The seating capacity is 1,200, and there is not a single seat in the house that does not command an excellent view of the stage. The stage is 75 by 12 feet, with a 40-foot front, thus making the stage of a capacity sufficient to accommodate any production on the road. The building covers a block of ground 260 by 125 feet, and the property originally cost \$120,000.

Mr. Beall has succeeded in securing for his theatre a line of the very best attractions on the road, and he has been very highly complimented by the papers in his city upon the manner in which he has conducted the affairs of the opera house and for what he has done for the theater-going people in Sioux City.

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It will be noticed that the column of our Distributors' Department, headed "Who 'Tis," this month does not appear the month. This is not because the writer is dead or ever sick but because he recently made an extended combining business and pleasure trip. He was absent from his office so long that on returning he had no time to get out the items. This, of course, leaves the department somewhat incomplete, but we beg the indulgence of our friends, and promise faithfully to have Who 'Tis again with us next month.

Editor of "The Billboard:"

Dear Sir—It is an old saying, "What is worth doing at all is worth doing well." I believe this to be true in every branch of industry. I owe what success I have had in the advertising business to my careful methods I adopted in the beginning of closely following instructions and seeing that every piece of matter was put where it would tell, and work for the interest of my advertiser. I have been something over a year since I began, and I am heartily glad to hear of your success.

[illegible]

My rapidly increasing business in contracting work for the several bill posting plants in which I am interested and the small-town service throughout the Southeast which gives me so much favorable publicity is so advisable for me to place my distributing and sign-taking under management which would not require my personal attention. I have a number of men who are capable of doing the work in the distributing and sign-taking department, thereby securing a service which we firmly guarantee satisfactory, or no pay asked for the work.

My friend, just named makes me the official advertising distributor of the Georgia & Alabama Railroad for 1960. I place a man on the line at once who will work, station to station, and will be in the position to take orders to Albany, handling posting and distributing.

Savannah, Ga. CHAS. BERNARD

[illegible]

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W. E. Wilson, of Grove City, Mo., who is employed as an advertising man by the Northern Trust Company of Chicago, recently got into trouble at Detroit for tacking a sign where it was not wanted. He placed a sign upon a saloon and started to walk away, jubilant over the good position he had won. He was hailed by the proprietor and commanded to remove the sign. He started to do when the saloonist took the hammer from him and struck him upon the chin with it. Three stitches were required to patch up the wound. He learned the lesson of a lesson to be learned from this short story, and it will be readily seen and understood by our readers.

The Nitra-Bu Pharmaceutical Company, Zenevile, O., is sampling physicians only. Nitra-Bu is a diuretic powder used in kidney and bladder troubles.

Chas. E. Bardwell, druggist, Holyoke, Mass., will distribute a folder from house to house in the spring, advertising his root beer.

Charges have been preferred against W. Foster, of Guthrie, Okla., by the Thatcher Medical Company, of Chattanooga, Tenn. They claim that paper was sent him, which he did not put out. He nevertheless sent in a bill in full. The Secretary of the I. A. of D. requests us to announce that Foster's services are no longer guaranteed by the association. If the claim of the Thatcher Medical Company is, upon investigation, found to be just, the I. A. of D. will make good all losses suffered by that company.

Geo. Kellermann, manager of the Edwardsville Advertising Company, writes that on account of other business he is compelled to discontinue the work of distributing. He holds the I. A. of D. franchise for Edwardsville, Ill.

The Marshall Medicine Company, 417 E. 18th st., Kansas City, Mo., has ordered 2,500,000 each of their books advertising Hepatocure, in English and German. The printer commence delivery Feb. 1. All communications should be addressed to the firm.

The Fischer Distributing Agency, of which Mr. G. E. Fischer is manager, received a fine notice in the December number of the Omaha Druggist. Quite a long list of the agency's regular customers was given. The notice, together with a half-tone portrait of Mr.

Dr. T. B. Smith, Cynthiana, Ky., is writing to distributors, asking rates on a circular.

Bergheim Bros., of Louisville, Ky., are advertising their famous E. L. Harper Whisky with one of the finest booklets ever is-

Street & Smith's Traveler was in Omaha about the first of the year and endeavored to have his work done by reliable men. And offered \$1.25 per thousand for the work. Need less to say that the proposition was declined. The work was then given to one Osborne, who hired boys to do the work. They of course knew nothing about the right way to distribute and cared less, so they simply scattered the matter around.

E. O. Burroughs, of Newark, O., who in all probability leave there in the spring to open a bill posting and distributing agency in another town.

H. J. Lindemann, Reading, Pa.

H. J. Lindenmuth, whose portrait we are presenting in this issue, is an enthusiast over the I. A. of D., the good it has done him. He is the recipient of the national award of the I. A. of D. for his work in the I. A. of D. He is at the present time in the city of Chicago, where he is conducting a distributing agency, in the right way. He is a most genial fellow, and has a host of friends among his fellow-distributors. He was to be present at the I. A. of D. convention at Cincinnati last July and contributed a big share of life and joy to the occasion. Mr. Lindenmuth is by no means a young man, yet, as he himself tells, he is rather lucky for his age.

Not a Fake, but Near It

Some time since we received a letter from one of our readers who is a distributor. He indicated that he had been contacted by the Irving Company of Corydon, Ind., with the words "Another Fake Concern" written in large letters across the top of the letter. We find that the scheme is not a fake in the sense that they are trying to obtain money without giving anything in return. Nevertheless, the circular is meant to catch men who are on the lookout for something easy. The distributor is to be given a 10 per cent share on a blank, agreeing to handle all business entrusted to him in a prompt and satisfactory manner. The distributor is to be given a company, for which he receives a paper called "Distributors' Guide" once a month for a year. He is to be given a 10 per cent share to give the company 10 per cent on all work they get him. It is not a case of getting nothing for nothing, but it is a case of getting, and in addition to that you get the "looka-

Savannah Letter.

Factor of "The Billboard:"
Dear Sir—An item which may interest the traveling advertisement agents, if no one else, is the fact that the new ordinance has been passed by the City Board requiring a license of \$5 the amount of \$40 from each and every person found posting bills, distributing, tacking signs or engaged in the usual outdoor methods of advertising. The chief of police has issued a rigid order that all persons seen posting, distributing, etc., be arrested and brought in to see if they show license certificate of employment from a person

H. J. LINDENMUTH, Reading, Pa.

THE BILLBOARD.

Published First of Every Month, at
127 East Eighth Street, Cincinnati, O., U. S. A.
Address all communications
For the editorial or business departments to
THE BILLBOARD PUBLISHING CO.
Subscription, \$1.00 Per Year, in Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; no discount for time or space. Copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

The Billboard is sold in London at *Levi's Exchange, 57 Charing Cross, and all American advertising agencies, Travelogues, Guidebooks, Northernland, Avenue, W. C. In Paris, at Boulevard des Capucines, 10, O'Brien, The Trade Agency, 10, Avenue de la Paix, and its branches. Remittance should be made by postal note or express money order, or registered letter addressed to the advertiser.*

The advertiser can not undertake to return unsolicited communications; correspondence should keep short. When it is necessary to write us the instructions and copy for advertisements, getting saving in the matter of telegraph note may be had by reference to the Cincinnati Office.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

FEBRUARY 1900.

The many friends and patrons of "The Billboard" will be glad to learn that the company which publishes the paper has been incorporated. The necessary articles and certificate have been forwarded to the Secretary of the State of Ohio, properly signed and sworn to, and have been returned in duplicate to this office, with the Secretary's signature and the State seal thereupon.

All the stability enjoyed by stock companies in which the capital stock has been subscribed this company now has. The privileges and advantages which belong only to full-fledged corporations are now ours. Whatever change may take place in the management of the company, as a result of the incorporation, will be duly announced. But our readers and subscribers may rest assured that the present policy of the paper will be maintained in every particular.

The paper will continue to be published regularly in the best interest of Bill Posters and Distributors—consequently the Advertisers. The Fair men will not be neglected, nor will any dependent suffer in the least. In the past, the paper has at all times, acted impartially and without prejudice. Has played no favorites. Has protected those who deserved protection, and has, we are glad to say, time after time exposed frauds and impostors and brought to light the deep-laid, nefarious plans of schemers and unprincipled men.

"The Billboard" has always been, and ever will remain, in the straight and narrow path. It can not be bulldozed, neither can it be beaten. It is strong in its might and is conscious of its power. It has grown in strength and endurance through its incorporation, and will be able to wield a more powerful sword and carry a more effective shield, with which to fight the

enemies to the causes which it has espoused.

Throughout the country, in every line of business, commercial or professional, the general tendency for the past year or more has been to join interests, for mutual protection and benefit.

In some cases the alliance has been necessary in order to protect the manufacturers against the unjust methods employed by the trusts controlling the raw material. In other instances the combination has been brought about by several firms in the same business, in order to put a stop to murderous competition.

Such has been the fact in the bill posting business. Change after change has been announced in the make-up of the advertising plants of the big cities throughout the country. The four last changes have taken place in the cities of Chicago, St. Louis, New York and San Francisco, respectively, and in each instance matters for the bill posters have been greatly simplified.

Whether or not the combinations are for the general good of the display-advertising business, and the general advertisers, or whether they are merely of benefit to the proprietors of the plants included in the combine, is a question which is not our purpose to answer in this short paragraph. However, there are two sides to the question, neither of which is without its local supporters.

As regards the subject of combinations will come the presentation of a few facts concerning the largest combinations of bill posters in existence—namely, the Associated Bill Posters of United States and Canada.

That the association has done much for bill posters and the entire bill posting system can not be disputed. No one acquainted with the history of the growth and progress of this medium will deny that fact.

But what is also an unmisgiving truth—one which will be freely admitted by all excepting those interested and at fault—is, that the government of the association has, in many respects, been absolutely bad. Orders have been promulgated and rules and regulations formed, the spirit of which the majority of the members were not in sympathy or accord. How is it that one man, or set of men, can vent their personal enmity and malice and attempt to satisfy their greed and avarice, to the detriment of the business, absolutely contrary to the interests of the members? These things are possible, because the power is not in the hands of the members or of their representatives. Are the delegates to the United States Congress or the members of the House of Representatives appointed by the President or

any other one person? No. They are elected by the people; every man entitled to a vote has that privilege and every man's vote counts.

So it should be in the Bill Posters' Association. The low unking policy, the executive body, of the association should be elected by the members. Until the time comes when the directors shall be elected by ballot, the best and the highest interests of the membership will be sacrificed for the forwarding of selfish and individual aims.

The desire of every street fair or county fair Secretary is to make his show a success—by this we mean a financial success. No matter how well the exhibitors are satisfied; no matter how many patrons endorse over the educational advantages offered; no matter how glowing the press accounts of the attractiveness and the success of the exhibition, the Secretary has a very little bill to swallow, if, on closing the books, a balance is not found upon the right side of the ledger.

How to bring about a surplus in stead of a deficit, is then the question. In answer, different plans and suggestions might be given, each to suit fair in different locations having different surroundings, among the different classes of people, and with different amounts of money with which to use expenses.

We do, however, know of one remedy which can be applied to all classes and conditions of expositions; and in giving it we believe we are giving advice which could be followed profitably by all. Each according to his size take as large a dose of advertising as possible. Do not be afraid to spend your money on good advertising, for it will come back with interest.

Commence early. Get out your stands, your assorted posters, your cloth streamers, banners, and fence stringers, your cards and doglegs, in time. Apprise every person in the district that there is to be a fair. Furnish the newspapers with reading notices and advertisements. Then, lastly, make your show as attractive as possible, and live up to every promise you have made. Fairs conducted on these lines are the ones which take place as regularly as clock-work, year after year, and never know the meaning of the word failure.

New Bill Posters' Association.

A new bill posters' association was formed last month. The movement has been shadowed in "The Billboard" for the past three months. The name of the new organization is "The American Bill Posters' Alliance. Dr. J. T. R. Clark, proprietor of the Interstate Bill Posting Company, of Kansas City, Mo., is the Secretary of the new association.

He is a thoroughly capable business man, of good social standing. Besides being a bill posting plant in Kansas City and surrounding towns, he is interested in numerous other business ventures. His scheme of or-

ganization is a new one, and a peculiar one. He desires little or no publicity. His aims are intensely practical. He believes in acts, not talk. He brings before the bill poster a simple business proposition possessing immense advantages. And that a bill poster has to do to accept the proposition and then hold his tongue.

It is said that there were but seven plants represented at the first meeting of the organization was perfected, Jan. 4 and 5. Hardly three weeks later the membership had grown to thirty-two plants.

We have been favored with the prospectus of the new association, but may not publish it, in order to accept the proposition and then we can not offer any comment, either.

We are permitted to state, though, that two organizers are on the road and that almost every day they jointly add two or three names to the roll of members.

There is a financial feature to the scheme and an element of the secret is this. The fact that a bill poster belongs to another bill posters' association does not prevent him from, on our terms, his becoming a member of the American Bill Posters' Alliance.

The latter is a close, mutually protecting, and exclusive society, and, consequently, once a bill poster joins the organization he is barred from membership. In plain words, it is an association of bill posters, run by bill posters exclusively by bill posters.

The small-town bill poster gets a run for his money in the new organization. He gets real help and his help worth more than he pays for it in the shape of initiator fees and dues.

The attitude of the new association is not hostile towards solicitors; neither is it friendly. It simply does not know or recognize them. The matter of commissions is left entirely to individual members. They can pay them or not. Just as they choose.

The association bids fair to accomplish much good.

Rivals No More.

The consolidation of the rival firms of Owens & Varnay and George & Green, of San Francisco to form The California Bill Posting Company, put an end to the most intense and bitter bill posters' war in progress throughout the entire country.

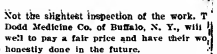
The fight practically began four years ago, when Siebe & Green entered the field in opposition to the California Bill Posting Company, which was finally succeeded by Owens & Varnay, and the war, up to the time of the consolidation, increased in intensity and fury. Lately the competition for locations became so fierce, that choice lots were to be secured only at enormous prices. The absurdly high rentals asked by real estate men and property owners for the positions desired rendered it impossible to conduct either one of the firms so that the income would amount to more than the expenditure. It is said that the losses of the two firms during the last two years aggregated \$25,000. But now things are different. Fancy prices for lots will be paid no more. The property owners will have to take what they can get for the use of their ground or get nothing at all. Few will be those who refuse to lease the boards on their property if reasonable prices are offered.

The new company has a capital of a quarter of a million, and among the plants included are the combine of the California Bill Posting Company, San Rafael, San Jose, Alameda, Petaluma and Honolulu. The California Bill Posting Company is composed of the following members: Thomas Varnay, L. D. Owens, Fred, and George Siebe and J. C. Green, each five of whom are equally interested in the business.

Just what will be the officers of the company has not been definitely decided, but it is understood that Mr. Green will be the advertising manager, and that the inside work will be in charge of Mr. George Siebe and Len Owens.

The new company has a monopoly, since there is no other plant in San Francisco, and, as we have no doubt, in many other places possessed of the riches of Oceania to enter into competition with them. Notwithstanding that fact, their prices for posting, painting and advertising are not high. It is believed the advertisers will be given the best possible service.

Good advertising is telling the truth about what you have to sell. Tell it with all the power you can command. Tell it in a way that will inspire. Deal in what you are sure of. Do not try to sell the middle of an uncertain, well-trodden path. The time that you will keep you with the common people and their wish. Success must follow. Type-Set and Plate Maker.



We are not believers in cheap work or in poor work, and it would give us more pleasure to praise than to censure, but we firms continue to oppress and demand perfect work and give out the work to irresponsible men, who only care to get rid of their lot of booklets, we have no sympathy for such firms.

Shoop, of Racine, Wis., has not yet secured a man to accept his magnificent offer of fifteen cents per hundred and absolute perfection in his distribution. C. I. Hood & Co. had another lot of advertising material left take care of itself in a South Omaha store a month, until the fact was reported to the firm, when the man told the druggist that had been sick for three weeks, while the fact is, he was seen distributing in Omaha during the time he claims he was confined to the house by illness.

The leading firms who have distributed Omaha so far this season are the Lydia Pinkham Mfg. Co., the J. B. Kay Co., and J. B. Kay Co. and judging from the report of the wholesale and retail druggists, the distributions must have been good. Our agent has been offered a weekly distribution on six months' contract by a local druggist. The Chattanooga Med. Co. did not make their annual distribution of Birthday Aime and the J. B. Kay Co. did not make their annual distribution of Birthday Aime. The J. B. Kay Co. made them dread another experience with the same distributor. The J. B. Kay Co. has their own distributor, and he claims to be

60,000 books on hand, but he has not as yet visited Omaha or South Omaha on his first tour of inspection. He may have been in his hands over two months.

We have been told that we are too severe in our criticisms on distributing, but so much as we do the firm making the distribution. Having carried a bag for over eleven years ourselves, we know what such work entails. We are sure that the firm that will beat down the price until an honest distributor can not hand out enough books or samples to pay his men their wages will not be a very long time in the hands of the Progressists. A fair price for honest work, gentlemen, will be to your credit and interests.

Editor of Swamp Root Game and Horticulture

of Lowell, are willing the druggists, requesting them to inspect the distributing of the matter and report to those firms. Swann Root books were so well distributed that very few druggists outside of the business center of the city were aware of the distributive Yours, etc.

AJAX

Omaha, Neb.

Editor of "The Billboard."

Dear Sirs: I have just sent a money order to the Secretary of the I. A. of D. for 1 dues from January 1, 1900, to January 1901.

I have been a member of this association for about one year and can say that the money I have paid to the association has been one of the best investments I have ever made. With best wishes to "The Board" and all the members of our association, I remain, yours fraternally,

CHARLES A. CHAPMAN.

Editor of "The Billboard:"
Dear Sir—I notice in your last month's paper a letter from Newark by E. O. Briggs, saying that the C. I. Hood Co. had received a poor distribution here by a c. p. Now, this is an outrage, as Mr. Nichols, the party referred to as a cripple, is a very conscientious gentleman, and a distributor of sterling worth. I know (re-

personal observation that he places his church tributing matter inside the houses whenever it is possible.

Burroughs came to Mr. Niecho's after (Niecho's) had secured the work and wanted to assist in the distributing, and upon this Burroughs attempts to play even giving him the worst of it in his letter. I have no doubt but what the C. I. Hood & Co. are well satisfied with Mr. Niecho's work.

I make this assertion in justice to B. Niecho. I am in the bill posting business here and have a good opportunity to see what is going on. I have never been taken too much for your valuable space, and yours respectfully,

Newark, O. W. W. RUGG
Editor of "The Billboard."
Dear Sir: Enclosed find money order
renew my subscription for 1900. I like "The
Billboard" too well to be without it. I have
just passed a very busy season in the year that has
just passed. Am constantly adding new
machines and tools to my equipment.

I suppose the secret of my success is that I
oversee all work and follow our instructions
to the letter. I have a yearly contract
with the National Cash Register Co., of
Lancaster, Md. Co., for the purchase of
smaller firms. I have plenty of work
and am expecting shipments at a

The I. A. of D. and W'esters Registry
the only associations that I want. With
"The Billboard" and the members of the
A. of D. a prosperous year. I am very
truly,
S. Ganaw, Mich. E. D. MOORE.

Editor of "The Billboard"
Dear Sir—Have not done much posting
distributing as yet. I now have 4
boards the following power: 30 elevated
100 Suburban General 100 Cent Clark
100-100 and 5 seven-boards Katy Fly
Am expecting paper daily from the Star &
Bacco Co. I think "The Billboard" a gre
paper. Yours respectfully,
South McAlester, Ind. Tel. K. CRAWLEY

To be Held in the Original Exposition City.

FAIR DEPARTMENT

PROGRAM.

Ohio Fair Managers' Association.

The third annual meeting of the Ohio Fair Managers' Association will take place at the Hotel Howe, Lima, O., Wednesday and Thursday, Feb. 21 and 22, and great effort is being made to make this the most successful meeting ever held in Ohio.

This association has in the last few years grown wonderfully. Very few, indeed, are the fairs which do not send a representative to meetings, for the members have found that by clubbing their efforts, supplies and facilities can be procured at a great saving. The program, which would be of great interest to any one who is in any way connected with fairs, is as follows:

PROGRAM.

(Wednesday, Feb. 21, at Court House.)
Welcome Address—D. J. Cable, Lima.
Response—Agnew White, Ada.
Should regularly organized County Agricultural Societies receive financial aid from the County?

Discussion—A. E. Schaeffer, Wapakoneta.
Debate—Should County and District Fairs combine their exhibits to County or District?

Address—Wm. P. Sumner, Hume.
Deputy-C. W. Hildner, Columbus.

Paid Organization—Jas. W. Fleming, Columbus.
Discussion—E. W. Pendergast, Dayton.

What recognition shall be given to the "State Department"?
Discussion—B. L. Givens, McComb.

Discussion—W. S. Hildner, Columbus.
Practical Benefits of Fairs and Expositions—H. J. Hill, Toronto, Canada.

Is a fair evening's entertainment will be furnished by the Public Schools of Lima, under the direction of the Superintendent, C. C. Schmitt.

Forty minutes' discussion of Fair matters decided.

(Thursday, 9 a. m.)

Impositions and Finance presented by Exhibitors—J. N. Crauer, Cella.

Importance of the Press in boosting the Fair—Geo. D. Kinder, Ottawa.

Discussion—Hon. B. B. Gililand, Van Wert.
Does the Poultry Department receive the proper recognition?

This Topic will also be discussed by the officers of some of the best Poultry Journals in the country.

The Influence and Benefit of the Educational feature in connection with the Fair—H. C. Bollenbacher.

State School Commissioner, Columbus.
H. C. C. Miller, ex-State School Commissioner, Lima.

Would uniform rules and classification be beneficial to fairs?

Hon. L. G. Day, Fayette.
Hon. M. A. Weaver, Bicknell.

The abuses of the Fair System—T. C. Miller, Greenville.

The Right Hand of the Fair—T. H. Stittner, Secretary American Trotting Association, Chicago, Ill.

the water is low, so as to receive the reflection of the growth around the pool.

The fountain is an important feature, placed in the center of the pool, and giving life to the scene and freshness to the atmosphere. Throughout the court are pleasant walks and paths, bordered with low-growing shrubbery and plants, and at intervals at side-paths with the arched, rare plants are placed in great vases, making a truly architectural landscape effect. The entire scheme gives the effect of an admirable enclosure of a mission cluster, and is planned as one of the many little oases for the refreshment of the weary sightseer.

Sale of the Main Shows.

The auction sale of the Walter L. Main circus and menagerie, which took place at Geneva, O., Jan. 24, 25 and 26, drew together one of the greatest concourses of showmen ever seen in America. Twenty-two shows were represented. The bidding was lively and spirited and the property brought excellent values.

It was money all sold. A few unimportant items had to be passed, but the desirable stuff, such as parade wagons, car ponies and especially the animals, were sold out clean. The sales totaled up \$43,312, and Mr. Main estimates that the property still on hand is worth about \$7,000.

Among the more major buyers were Geo. Charters, of the Greater Exposition Circuit Co., Canton, O.; Col. Frank W. Gaskill, Canton Central Co., Canton, O.; and Bortek & Tarral, of Baltimore, Md., all strong promoters. This would indicate that the street fair is more popular than ever this year.

A most interesting and scientific exhibition is the Deep Sea Diving Nymph presented by Capt. Louis Soreth at parks and expositions.

He appeared at the Greater American Exposition at Omaha and conducted the water shows given at the exposition length and which were the means of attracting great crowds to the grounds. Capt. Soreth will appear this season at all the leading parks, summer resorts and expositions throughout the country.

A Complete Success Both in Exhibits and Attendance.

The second annual show of the Cincinnati Poultry Association closed last week. The show was held in the big Wetman Building, opposite the Post Office, the same place where Cincinnati dog show was held last year. The location is a splendid one for an exhibitor, almost every car line in the city either passes the door or goes past it, and two bus lines stop nearby.

The exhibition itself was a splendid one, and the exhibits were of a high order of merit. American, Hamburg, Spanish, Polish, French, "Duck" and "Ginger" were many kinds of hantams and miscellaneous breeds. Turkeys of all kinds imaginable were there, as were also a marvelous variety of geese, ducks and geese. For many, however, the most interesting part of the show were the many kinds of rabbits, cats, mice, etc.—all of which were seen in strong displays. The judges of the poultry were: F. H. Sudder, of Long Head, N. Y.; B. N. Pierce, of Indianapolis, and S. B. Lane, of Springfield, Ind. Their work was exceedingly satisfactory, as was also the judging of Thomas W. Taggart, of Lexington, Ky., in the pigeon exhibit, and that of D. S. C. Leggett, of Blauvelt, O., in the poultry department.

The attendance throughout was steady and the total number of visitors the fair was almost four times that of last year. Many critics from the public schools visited the show, the educational advantages of which were very great.

Secretary Brooker and Superintendent Bates are both very well pleased with the results of their efforts, and that there will be a third annual show we have not the slightest doubt.

Souvenirs at New York Cycle Show.

(Special Correspondence.)

Although the cycle fair among the 40 of the metropolis is a thing of the past, it has been replaced by one in which all are equally interested—namely, the automobile cycle show which opened at Madison Square, Grand Saturday night, Jan. 26, society has completely transformed itself into a show itself opened successfully. Every space was sold before the doors had time to open.

One feature of the show which deserves special mention is the way in which the several exhibitors have tried their two best to get return to the souvenir cases, which was so popular two or three years ago, was evidence. Almost every concern of promotional distributed advertising novelties. Carnations, pocketbooks, card cases, stamp books, pen holders, spoons, buttons, etc., plus watch chains and in fact, every conceivable thing that could be of service as an advertisement were given away.

At a recent meeting of the Manufacturers' Club of Cincinnati, a resolution was introduced and voted upon to the effect that the sense of the club that the business interests of the city would be benefited by holding a local exposition during the summer of 1908, and that the club should appoint a committee of seven members, who with the assistance of the city authorities, should form a preliminary organization and to submit an early meeting of the club a plan for removal of the co-operation of other commercial bodies and the citizens at large, and authorized the President to call a special meeting of the club to hear the report at any time, in bringing forward the discussion of the subject, President Wilgus made a brief statement calculated to impress upon the members the importance of the subject; they were about to discuss. He suggested that the exposition be something in the way of an innovation, and suggested that every member should be heard before the vote be taken. Mr. A. Howard Hinkle, Colonel James M. A. Mould and Mr. James Allison were the upholders of the evening, and spoke at length. Mr. Hinkle announced that he had hired a man to get the signatures of fifty firms who were in favor of holding an exposition. In a short time the man had turned in several nine names of well-known firms. Mr. Hinkle pointed out that of those who had decided to subscribe their names, not one gave a reason for the same. He suggested that the exposition, and with a single exception those expressing themselves afterwards said that they would probably exhibit if the exposition was decided upon.

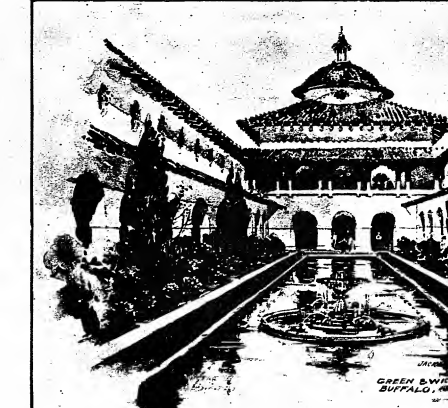
Mr. James Allison, who has had much experience in the exposition line, next addressed the club. He said that he could give either a bright or a dark side of the question. He was at a loss what to say with reference to an exposition this year. He said that there was no question as to the ability of Cincinnati manufacturers to make a fine exhibit, but he believed a purely industrial display would prove a signal failure anywhere. He declared that the Midway Fair was the saving feature of the Chicago World's Fair.

He advised against a display under a new name; an attractive entertainment with as much fun as possible. Mr. Moseman, James Powell and Colonel Mould also spoke, bringing out all points, among which were the necessity of putting in a thoroughly competent man as director, the securing of good music and that the show should be limited strictly to Cincinnati residents. Secretary Wilson presented a handsome report on the Cincinnati Exposition in replies to 500 letters sent out by him at the direction of the club. A great many replies were received, most of which were favorable under certain circumstances, but very few were most favorable. The present exposition building affords 112,000 square feet of floor space, in addition to 50,000 square feet could be made available in the rear, which would probably be sufficient for a local exposition. Although we are by no means certain that the exposition will be held, of one thing we are sure that is, if the plan is held, it will be one that will display all the marks of the spirit that gave to Cincinnati her reputation as the "mother of expositions."

he Pan-American Exposition Building.

The court of the Machinery and Transportation Building of the Pan American Exposition, which will be held at Buffalo, N. Y., from August 1 to October 1, during the summer months of the year 1901, presents an interesting and important feature in the exhibition. The Machinery and Transportation Building itself forms a large square, with the court in its center. It is 200 feet long and 100 feet wide, and the walls were made opening respectively to the great entrance from the Grand Canal and the Court of the Exposition, which is the best exhibition rooms of the Main side of the building and the two exhibition rooms of the Court of the Exposition, which is the best exhibition rooms of the Main side of the building, in an exhibition. Along each side of this court, and extending to the rear, are two rows of covered walkways under which the visitor may find rest and comfort.

The pool itself is 115 feet long and 27 feet wide. It is placed in the center of the court. The bank is sodded and planned on all sides, forming a pleasant frame of border effect.



THE COURT
MACHINERY AND TRANSPORTATION BUILDING
PAN-AMERICAN EXPOSITION BUFFALO, N.Y.

ETENANDAWD, IOWA.—Agricultural
 trail and Race Meeting, Aug. 14 to 17, Chas.
 Albert, Jr., manager.
KANSAS.
 HIAWATHA, KAN.—Hawthorn County Fair,
 Association, Sept. 5 to 10, J. V. Johnson,
 manager.
 HIAWATHA, KAN.—John H. Meyer, secy.
 WICHITA, KAN.—Carnival and Fall Festi-
 val, Oct. 1 to 10, C. C. Lockwood, man-
 ager, secy.
LOUISIANA.
 NEW ORLEANS, LA.—Mardi Gras Carnival,
 1900.
 SHIVEMPORE, LA.—Mardi Gras Carnival,
 1900.
 BERTRAND, LA.—Carnival, 1900.
 ORTEGA, LA.—
 Success, 1900.
 LA.—Mardi Gras Carnival, "King-
 of the South," Feb. 27, 1900. Address com-
 mittees to the Fair, Thibodaux, La.
NEW JERSEY.
 PATERSON, N. J.—Second Grand German
 and Italian Fest., Sept. 1 to 10, C. C. Lock-
 wood, secy., 112 Broadway, Paterson.
NEW YORK.
 ANDELSKA, N. Y.—Hudson County
 cultural society, Sept. 12 to 13, 1900. Secy.,
 Berardus, secy., 100 Hudson St., New
 York.
 APOLLON, village, N. Y.—Dadley, Agnes,
 secy.
 ION, N. Y.—trans.
 ION, N. Y.—Steenen County Agricultural
 Fair, Sept. 24 to 28, 1900. C. A. Sholtz,
 secy.
 ELMIRA, N. Y.—Obnoxious County Fair, Sept.
 24 to 28, 1900.
 HONELLVILLE, N. Y.—Honnellville Fair,
 Sept. 24 to 28, 1900.
 ITHACA, N. Y.—Tompkins County Fair, Sept.
 24 to 28, 1900.
 ONTARIO, N. Y.—Tiooga County Fair, Sept.
 24 to 28, 1900.
 SYRACUSE, N. Y.—James Armstrong, secy.
 Sept. 24 to 28, 1900.
 WYOMING, N. Y.—Wetzelville Fair, Sept.
 24 to 28, 1900.
OHIO.
 CINCINNATI, O.—Mardi Gras Carnival, Feb.
 27, 1900. J. H. Snyder, Cincinnati, O.
PENNSYLVANIA.
 CAMBRIDGE, PA.—Cambridge Fair, Aug.
 28 to 31, 1900. Albert B. Faber, 1 and 3, S.
 10th St., Philadelphia, Pa., secy.
 MANFELD, PA.—Manfald Fair, Sept. 2,
 3 and 4, 1900. W. P. Austin, Manfald, Pa.,
 secy.
 MILTON, PA.—Milton Fair, Oct. 2 to 4,
 1900. J. H. Snyder, secy.
 WESTFIELD, PA.—Westfield Fair, Sept. 1
 to 4, 1900. J. H. Snyder, secy.
TENNESSEE.
 MEMPHIS, TENN.—Mardi Gras Celebration,
 1900.
WEST VIRGINIA.
 WHEELING, W. VA.—West Virginia Expo-
 sition, 1900. Sept. 10 to 14, 1900.
 G. H. Cook, secy.
WISCONSIN.
 EVANSVILLE, WIS.—The Evansville
 Co., Agricultural Association Fair, Sept.
 24 to 28, 1900. J. H. Snyder, secy.
 PHILLES, trans.; F. Springer, secy.
 J. A. Jansville, secy.
 MILWAUKEE, WIS.—Mil-wau-
 kee Fair, Feb. 26 to 28, 1900. Geo. M. McKen-
 zie, pres.; F. L. Clemens, secy.
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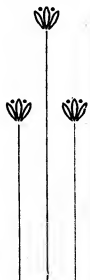
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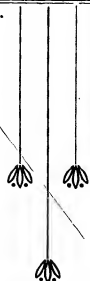
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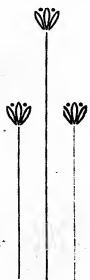


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Posters for billing home talent entertainments.
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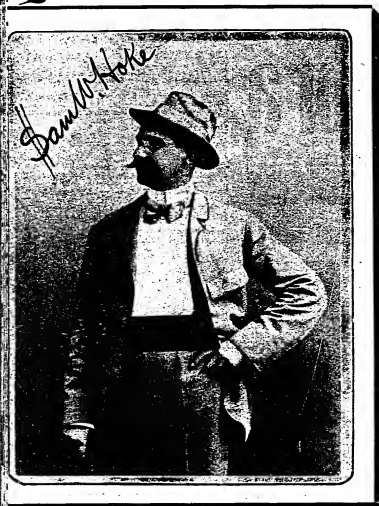
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